

## **ABSTRACT**

*In adolescence one will experience changes both physically, mentally, and emotionally. However, at this time it is not uncommon for a person to have difficulty adapting to new changes and causing much anxiety to themselves. These concerns can cause problems, such as mental health, depression. In Coverage 6 article entitled "Some Bandung Students are Vulnerable in Depression and Suicide resulting from basic research done by the 2019 Melinda Hospital psychiatrist team that 441 Bandung 24 students have tried to end their lives. Seeing the number of teenagers who experience depression and suicide in Indonesia certainly makes many people worried. There have been various depression prevention campaigns undertaken by institutions and communities, but cases of depression have continued. This is due to the lack of a strategy approach taken by previous campaigns, the average campaign has been conducted by conducting a webinar on mental health that is spread only through Instagram social media, causing a lack of information for target audiences. Designing the campaign requires research using observation methods, library studies, interviews, and questionnaires. The data obtained will be analyzed using the matrix analysis method. The final result of this design is a roadshow event that will be held at every high school in Bandung containing talk shows, workshops, 30 Day Challenge and campaign ads that will later be distributed through social media Instagram, and youtube. The benefit of the target audience is education on the reduction and prevention of depressive symptoms with self-development activities through a series of campaigns to be organized.*

*Keyword : Campaign, event, depression, adolescence*